

Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 CIAE-00 EB-07 INR-07 LAB-04
NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /060 W
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P R 171640Z JUN 77
FM AMCONSUL CASABLANCA
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4871
AMEMBASSY ATHENS
AMEMBASSY RABAT

UNCLAS SECTION 1 OF 2 CASABLANCA 0654

ATHENS FOR RTDO

USDOC FOR BIC/CAGNE (HALE, CCCAULEY) AND OIM (ADAMS,
LEFEAVER) FROM COMATT

E.O. 11652: N/A
TAGS: BEXP, MO
SUBJ: 1977 CASABLANCA INTERNATIONAL TRADE FAIR END-OF-
SHOW CABLE REPORT

REF: RABAT 2806

- 1) 1977 CASABLANCA INTERNATIONAL TRADE FAIR
- 2) CASABLANCA, MOROCCO APRIL 28-MAY 15, 1977
- 3) EXHIBITOR TOTAL: 26 (REPRESENTING 34 U.S. FIRMS)
- 4) FLOOR SALES: U.S. DOLLARS 426,400 (SALE LEADS 861)
- 5) PROJECTED 12 MONTHS:

A) ATM/NTE ONLY: U.S. DOLLARS 6,505,000
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B) OTM ONLY: U.S. DOLLARS 590,000
TOTAL: U.S. DOLLARS 7,095,000

- 6) EXHIBITORS SEEKING EXREPS: 3 (BENDER, EATON, FRIGITRONICS)
- 7) EXREPS APPOINTED DURING EXHIBITION: 1 (EATON)

8) EXREPS UNDER NEGOTIATION: 2

9. NUMBER OF VISITORS TO TRADE FAIR:

- A) OFFICIAL FAIR AUTHORITY ESTIMATE: 1,500,000
- B) U.S. EXHIBITION SALES LEADS: 861
- C) U.S. PAVILION HAND COUNT OF VISITORS: 1,000,000

10) OUTSTANDING SUCCESS STORIES:

A) BENDER SHIPBUILDING COMPANY
MOBILE, ALBAMA

A) NTM B) US\$360,000 C) US\$6,400,000

MR. TONY HESS, INTERNATIONAL SALES MANAGER OF BENDER SHIP-BUILDING, REPORTED THE SALE OF A \$360,000 SHRIMP TRAWLER ON THE FIRST DAY OF BUSINESS. MR. HESS RECEIVED SEVERAL FIRM OFFERS OF INTEREST DURING THE FAIR, AS A RESULT OF WHICH HE IS RETURNING TO CASABLANCA IN LATE JUNE 1977 TO PROVIDE SPECIFICATIONS FOR 5 FISHING VESSELS WHICH A MOROCCAN FISHING COMPANY HOPES TO PURCHASE. MANY MOROCCAN BUSINESS-MEN IN THE FISHERIES FIELD ARE NOW INTERESTED IN DEVELOPING MOROCCO'S UNTAPPED SHRIMP RESOURCE, USING AMERICAN SHRIMP TRAWLERS-A BENDER SPECIALITY. BY DISPLAYING AT THE FAIR, BENDER SHIPBUILDING FIRMLY ESTABLISHED ITSELF AS A LEADER IN THE AMERICAN SHIPBUILDING INDUSTRY WHICH IS WILLING AND ABLE TO DO BUSINESS WITH MOROCCO'S

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B)EATON CORPORATION
CLEVELAND, OHIO

A) OTM B) US\$ 120,000

MR. A.M. DARMANIN, REGIONAL SALES MANAGER, STATED, "WE PARTICIPATED TO APPOINT A NEW DEALER AND TO SELL ALL MATERIALS EXHIBITED. WE ACHIEVED BOTH OBJECTIVES. WE ALSO RECEIVED A VERY INTERESTING INQUIRY FOR REPRESENTATION OF YALE SECURITY SYSTEMS. THE AMERICA DAY WAS VERY SUCCESSFUL AND WAS THE MEDIUM THROUGH WHICH WE MET A NUMBER OF VERY GOOD CONTACTS FOR FUTURE DEVELOPMENT OF OUR EXPORT SALES. HAVING ATTENDED A NUMBER OF THESE OCCASIONS I MUST CONGRATULATE THE MANAGEMENT SINCE THE "AMERICA DAY" WAS THE BEST ORGANIZED AT THE CASABLANCA FAIR".

C) FRIGITRONICS OF CONNECTICUT. INC.
SHELTON, CONNECTICUT

A) NTM B) O C) US\$ 75,000

MR. GEORGE GARAMY, THE INTERNATIONAL SALES MANAGER, WROTE THAT HIS "FIRM FOUND MOROCCO TO BE A LUCRATIVE MARKET FOR CRYO-SURGERY; JUST BEGINNING AND LIKELY TO EXPAND. "FRIGITRONICS PARTICIPATED IN THE MAGHREB MEDICAL CONGRESS HELD IN CASABLANCA IMMEDIATELY FOLLOWING THE FAIR AND WAS ABLE THERE TO MAKE CONTACT WITH VIRTUALLY ALL OF THE POTENTIAL CUSTOMERS IN THIS COUNTRY.

D) THE SINGER CO. - INTERNATIONAL DIVISION
NEW YORK, N.Y.

A) OTM B) US\$1,700 C) US\$10,000

SINGER HAD AN ATTRACTIVE STAND, WELL MANNED BY PERSONNEL READY TO ANSWER ANY QUESTIONS. THEIR EXHIBIT INCLUDED SEVERAL SEWING
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MACHINES AND TV SETS. THEY WERE PLEASED BOTH AT THE SALES MADE DURING THE FAIR AND THOSE EXPECTED IN THE NEXT 12 MONTHS. THEY FELT THEY ACHIEVED WIDE EXPOSURE TO NEW BUSINESS PROSPECTS.

E) WANG LABORATORIES, INC.
LOWELL, MASSACHUSETTS

A) NTM B) US\$6,000 C) US\$30,000

MR. PRIEUR DU PERRY, COMPUTER DEPARTMENT MANAGER OF ETS. BOYER, WANG'S REPRESENTATIVE IN MOROCCO, STATED THEIR PARTICIPATION IN THE US PAVILION WAS VERY USEFUL, PARTICULARLY SINCE THEY ONLY STARTED MARKETING WANG PRODUCTS IN MOROCCO A YEAR AGO. HE SAID "WE WISH TO EXHIBIT AGAIN IN THE U.S. PAVILION." THE CROWN PRINCE OF MOROCCO STOPPED AT THEIR STAND DURING HIS VISIT TO THE PAVILION.
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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /060 W

-----008947 200851Z /12

P R 171640Z JUN 77

FM AMCONSUL CASABLANCA

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 4872

AMEMBASSY ATHENS

AMEMBASSY RABAT

UNCLAS FINAL SECTION OF 2 CASABLANCA 0654

ATHENS FOR RTDO

USDOC FOR BIC/CAGNE (HALE, CCCAULEY) AND OIM (ADAMS,
LEFEAVER) FROM COMATT

11) COMMENTS:

A) IN CONCLUSION, OUR PARTICIPATION IN THE FAIR WAS DETERMINED BY A COMBINATION OF FACTORS, POLITICAL, ECONOMIC, AND COMMERCIAL. AS INDICATED ABOVE, SALES BY THEMSELVES JUSTIFIED OUR DECISION TO PARTICIPATE. GOOD RADIO, TELEVISION, AND PRESS COVERAGE BROUGHT OUR PAVILION TO THE ATTENTION OF THE MAJORITY OF BUSINESSMEN IN THE CASABLANCA-RABAT AREA, AND TO BUSINESS LEADERS THROUGHOUT MOROCCO.

B) THE U.S. PAVILION AT THE 1977 CASABLANCA FAIR CONTINUES TO RECEIVE FAVORABLE COMMENTS. IT WILL BE RECALLED (REFTEL) THAT OUR PAVILION WAS AWARDED A BRONZE MEDAL, THE FIRST TIME WE HAVE WON A MEDAL IN THE CASABLANCA FAIR. THIS WEEK FAIR COMMISSIONER MOHAMED IBNOU-TALEB, WITH WHOM WE HAD RENEWED CONTACT, TERMED OUR PAVILION "MARVELOUS".

C) MANY OF THE FIRMS PARTICIPATED IN OUR PAVILION FOR THE PURPOSE OF EXPOSURE TO NEW BUSINESS PROSPECTS AND OR FOR UNCLASSIFIED

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PUBLICITY REASONS RATHER THAN FOR IMMEDIATE SALES. THEIR COST (\$1,500 FOR A 12 SQUARE METER STAND) WAS REMARKABLY CHEAP CONSIDERING AN ESTIMATED MILLION VISITORS PASSED THROUGH THE U.S. PAVILION. KING RANCH, INC. (RANCHE ADAROUCHE) FELT THAT EVEN WITH TEN LEADS OBTAINED, IT HAD MET ITS PRIMARY OBJECTIVE OF EXPOSURE TO NEW BUSINESS PROSPECTS. MR. RAOUL ESTRADE, THE MANAGER, WROTE THAT HE HOPES TO PARTICIPATE IN THE NEXT FAIR WITH US, AND THAT HE EXPECT ALL CATTLE STOCK THROUGHOUT MOROCCO TO BE IMPROVED WITHIN TH NEXT 15 YEARS.

AMERICAN CHEWING GUM CO. ACHIEVED ITS PRIMARY OBJECTIVE OF EXPOSURE TO NEW BUSINESS PROSPECTS ALTHOUGH IT MADE

NO IMMEDIATE SALES. ON ITS PARTICIPANT'S REPORT IT WROTE,
"OUR PARTICIPATION IN THE US PAVILION HELPED US TO PUBLICIZE
AND PROMOTE OUR PRODUCT CHICLETS SOLD IN MOROCCO UNDER
A NEW PRESENTATION."SOME OF AT ALL TIMES. SEVERAL OF THE
COMPANIES INCLUDING GOODYEAR, GENERAL TIRE, INTERNATIONAL
HARVESTER, GENERAL MOTORS-FRIGIDAIRE, AN SUROC INT'L DIVISION
PARTICIPATED IN THE MOROCCAN INDUSTRIES SECTIONS OF THE FAIR
AS WELL AS IN OUR PAVILION.

D) THE ABOVE DATA WERE OBTAINED FROM FORMS DIB-411P (PARTICI-
PANT'S REPORT), SOME OF WHICH WERE DELAYED IN REACHING THE
CONSULATE, FROM 25 OF THE 26 EXHIBITING FIRMS. ONE OF THE
FIRMS (GENERAL ELECTRIC, SCHENECTADY, NEW YORK) DID NOT
HAVE PERSONNEL AT ITS STAND IN OUR PAVILION, AND THEREFORE
HAD NO REPORT TO SUBMIT WITHOUT EXCEPTION ALL OF THE PARTICI-
PANTS AND THE STAFF OF THE PAVILION WOULD HAVE PREFERRED
SHORTER HOURS, INSTEAD OF 10 A.M. TO 1 P.M. AND 2 P.M. TO NIGHT
(1 A.M. ON WEEKENDS) FOR EIGHTEEN SUCCESSIVE DAYS.
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